

2013 SOUTHEASTERN APPLE GROWERS MEETING

Crowne Plaza Resort Asheville, NC

January 15-16, 2013

Tuesday, January 15, 2013

- 10:00 AM Welcome and Opening Remarks**
Presiding - Mr. Jack Boyles, President - NC Apple Growers, Inc.
- 10:15 Outlook for Marketing SE Apples**
Mr. David Robishaw, Sales and Market Development, Virginia Department of Agriculture and Consumer Services (VDACS), Charlottesville, VA
- 10:45 Retail Marketing 101**
- 11:15 Successful Apple Marketing in Today's Climate**
Mr. David Robishaw, Sales and Market Development, VDACS
- 11:45 Lunch and Visit Exhibit Area**
- 1:30 Labor Issues**
Mr. Mark Williams, Executive Director, Henderson County AgriBusiness Development, Hendersonville, NC
- 2:00 Food Safety, Risk Assessment – What Do You Need to Know?**
Ms. Diane Ducharme, NCSU Extension Associate, Entrepreneurship and Innovation, Kannapolis, NC
- 2:30 Apple Federal Crop Insurance: Updates and Issues**
Dr. Rod Rejesus, Agricultural Economist, Agricultural and Resource Economics, NCSU, Raleigh
- 3:00 Break**
- 3:20 Legislative Update – What Will the Elections Mean For You?**
Ms. Debbie Hamrick, Director of Specialty Crops, NC Farm Bureau, Raleigh, NC
- 3:35 Orchard Equipment Options**
Mr. Phil Brown, Phil Brown Welding, Conklin, MI
- 4:05 Adjournment**
- 6:45 2013 Southeastern Apple Growers Meeting Banquet**
Master of Ceremonies: Mr. Chuck Francis, Waynesville, NC
--Humorous after dinner entertainment

Wednesday, January 16, 2013

- 8:30 AM Coffee in Exhibit Area**
- 8:45 Welcome -**
Presiding - Mr. Jim Saylor, Vice President, NC Apple Growers, Inc.
- 8:55 The Herbicides We Never Talk About**
Mr. Wayne Mitchem, Orchard Floor Management Specialist, NCSU, Clemson and UGA
- 9:15 Managing Summer Rots and Glomerella**
Dr. Keith Yoder, Plant Pathology, Virginia Tech AREC, Winchester, VA

- 9:45 Why Is It Important to Maintain Foliage on Your Trees**
Dr. Steve McCartney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
- 10:05 Break**
- 10:25 Maximizing Orchard Productivity – The Bearing Years**
Dr. Mike Parker, Horticultural Science, NCSU, Raleigh, NC
- 10:55 Effective Orchard Spraying 1 - Fine Tuning Your Sprayer**
Dr. Andrew Landers, Pesticide Application Technology Specialist, Department of Entomology, Geneva, NY
- 11:25 Effective Management Tools for Fire Blight**
Dr. Keith Yoder, Plant Pathology, Virginia Tech AREC, Winchester, VA
- 11:55 Adjourn to the Exhibit Area for Lunch**
--Sandwiches, chips and drink will be provided in the Exhibit Area
- 12:45 Effective Orchard Spraying 2 - Methods of Improving Deposition and Reducing Drift**
Dr. Andrew Landers, Pesticide Application Technology Specialist, Department of Entomology, Geneva, NY
- 1:15 The Status of Insect Management Programs After Five Years of Reduced-risk IPM**
Dr. Jim Walgenbach, Entomologist, NCSU, Mills River, NC
- 1:45 Protection Against Advection (& Radiation Frosts, Too)**
Dr. David Lockwood, Plant Sciences, UT, Knoxville, TN
- 2:15 Successfully Managing Your Orchard Fertility Program**
Dr. Ron Gehl, Soil Science, NCSU, Mills River, NC
- 2:45 Thinning Programs Following a Crop Loss Season**
Dr. Steve McCartney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
- 3:15 Individual State Business Meetings Followed By Adjournment of the 2013 Southeastern Apple Growers Meeting**

-----Auxiliary Program-----

Tuesday, January 15

- 8:00 AM** Registration
10:00 Hospitality Room, Thomas Wolfe Suite
11:45-1:15 Exhibit Area
2:00 -4:00 PM Bingo, Foxfire Room
6:45 PM Banquet and Program Speaker

Wednesday, January 16

- 9:00 AM** Hospitality Room, Thomas Wolfe Suite
Noon Luncheon